



Missouri's Foundation For Child Abuse Prevention

Strong Families, Safe Kids

ANNUAL REPORT

Fiscal Year 2017 (July 1, 2016 – June 30, 2017)

The Missouri Children's Trust Fund works to strengthen families and prevent child abuse and neglect through grant distribution, education, awareness and partnerships.

CTF4KIDS.ORG



MESSAGE from the Director



Emily van Schenkhof
CTF Executive Director

Dear Supporters,

If preventing child abuse was easy, it would have been done years ago. The reality is that our work is both important and very hard. The CTF Board and staff embrace this challenge.

As a new Executive Director, I am grateful for the strong foundation of the Trust Fund. I am grateful for the child-serving agencies throughout Missouri that do so much with so little, and the many Missourians that recognize the beauty of our children and give back with their time and money. Thank you.

In the next year, the Missouri Children's Trust Fund will be evaluating everything we do and creating a vision for the next five to ten years. Our future will be built on our foundation of

valuing children, supporting Missouri families and fiscal accountability. In this time of change, please reach out to us with your vision.

Emily van Schenkhof, Executive Director

PS. I answer all my email and phone calls. If you take the time to contact me, I will listen gratefully to your feedback and ideas. Please feel free to contact the CTF Board and staff as well.

Emily.vanSchenkof@oa.mo.gov or 573-751-9301

CTF STAFF



Laura Malzner,
Program Coordinator



Paula Cunningham,
Public Information &
Education Coordinator



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Board the Directors Fiscal Year 2017

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FEATURE Program

Great Circle, Kirksville – Project THRIVE

Serving Adair County including the La Plata School District
greatcircle.org

People Helping People is a slogan commonly heard to describe the community of Adair County. Like Adair County, Project THRIVE is a program of People Helping People.

Project THRIVE works with families experiencing high stress to improve well-being. They strive to identify and build upon their families' strengths that may include family support, basic needs met, transportation, financial resources, education, community resources, health and various personality traits such as compassion, empathy and attitude.

Health, mental health and social services agencies; civic organizations; churches; and schools make up the team, and Project THRIVE is the Team Captain that helps everyone work together efficiently and to make sure families get what they need, like information about handling stress, child behavior/development, financial planning, knowledge of resources, system navigation, alcohol and drug abuse, parenting and employment.

Angela Hunolt, Project THRIVE Coordinator, tells the story of a family of four who came to Project THRIVE after the school district noticed aggressive behaviors from the male child that caused safety concerns for other children, teachers and himself and resulted in his parents missing work. The family was eager and engaged right away in Headstart, Parent-Child Interaction Therapy (PCIT), family counseling, parenting classes, Parent Connection Nights and others. After the family completed PCIT, the child

Currently serving:

32
Families



47
Parents
76
Children

Served 207 families over the last 3 years.

Parent-Child Interaction Therapy (PCIT) – Child-Directed Interaction Goals

- Build close relationships between parents & their children
- Help children feel safe & calm
- Increase children's organizational & play skills
- Decrease children's frustration & anger
- Enhance children's self-esteem
- Improve children's social skills
- Educate & teach parents

learned skills to appropriately express his feelings and communicate his needs. His parents describe their gained knowledge as a gift and are now better equipped to support their son in making good decisions. Together, they now enjoy more peaceful meals at home or at restaurants, do homework and have improved school and work relationships. Project THRIVE made a difference for this family.

'This family worked really hard to overcome the barriers that had set them back in the past and worked to achieve their goals. Both mom and dad are now working full time and both children are thriving in school.' –Hunolt

Great Circle—Standing together to help guide those in times of struggle—not as a last resort, but as a first step.



"Ultimately, our goal is to strengthen family resilience. We want to improve their outcomes, reduce their costs, help the families, promote family empowerment, and ultimately reduce the risk of child abuse and neglect long-term by sustaining that collaborative effort with those network of providers."

– Angela Hunolt, Project THRIVE Coordinator

PUBLIC Education & Awareness

Prevention Campaigns

- Importance of prevention
- Strengthening Families Protective Factors
- Infant Safe Sleep
- Emotional Shaken Baby Syndrome (SBS)
- Positive Parenting
- Sexual Abuse Prevention
- Emotional Child Abuse/Neglect Prevention
- The Dangers of Leaving Children Unattended In or Around Vehicles
- Realistic Expectations of Children
- Child Safety
- Stress



We received **\$67,622** from **3,028** Missourians who donated in 2017 through the Missouri Tax Check-Off Program. That's an average of **\$22 per person!**

Thank you!

CTF fills more than
150,000 pieces
of prevention literature requests
each year!

Visit ctf4kids.org/order-form to get yours.

Make TIME for 9

Children need meaningful time every day to feel connected.

The 9 minutes of the day that can make all the difference:

- The first 2 minutes after children wake up is **your** time
- The first 2 minutes after coming home for the day
- The last 3 minutes of the day before they go to bed

See, share, monitor, love, sleep, connect!

Children need at least 9 minutes of time to feel connected each day.

Learn more at ctf4kids.org or missourifamilies.org

Emotional well-being

Children, teens, parents, caregivers or other people responsible for a child must be emotionally strong to help a child overcome, heal, and prevent emotional difficulties.

Emotional well-being can positively impact:

- Child development
- Learning, memory, attention
- Self-esteem
- Social relationships
- Resilience
- Mental health

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- Social relationships
- Resilience
- Mental health

Learn more at ctf4kids.org

Never leave a child alone in a car.

Not even for a minute!

Left alone in a vehicle, even for a short time, a child is in danger of heat stroke, injury, abduction or death.

Where's Baby? Look Before You Lock.

- Check the back seat. Place your keys, bag, or other personal items on the floorboard of the back seat with the child in view or in a vehicle to lock.
- Practice extra caution especially during sleepers in your routine.
- Pay at the pump at gas stations.
- Use the drive-through convenience provided by banks, dry cleaners, pharmacies, restaurants & other businesses.

Don't forget Rufus!

ctf4kids.org

Safe Sleep is as simple as ABC.

Babies should sleep **ALONE**, on their **BACKS**, in a **CRIB**.

ctf4kids.org

Missouri Statewide Reach



ctf4kids.org

80,692 visits from
July 1, 2016 through June 30, 2017



37,000+ Likes



1,100+ followers



**Rural Missouri
Magazine 550,000
monthly circulation**



76 radio stations

18 million listens (age 18+)



KC (10 buses, 2.8 million views)*

SPFD (10 buses, 1.2 million views)*

STL (10 buses, 1.7 million views)*
(25 Metrolink bulkhead,
90,000 avg. daily ridership)

* per 4weeks



**"One father, in his 60s, who
adopted his nephews, ages 11 and
14, remarked, "I wish I would have
gone through this course when I
raised my first set of children."**

— Cornerstones of Care, Kansas City, MO
BraveHearts for Dads Fatherhood Program
CTF License Plate Partner

APRIL Child Abuse Prevention Month




In March 2017, **223 people** attended CTF's Strengthening Families/Child Abuse & Neglect Prevention Conference — *Build Resilience, Everyone Everywhere!*



LICENSE PLATE

Marketing Partner Grants

- During Fiscal Year 2017, CTF distributed a total of \$134,266 to 31 License Plate Partners to serve more than 9,348 children, parents, other caregivers and the general public.
- The CTF 'prevent child abuse' license plate, featuring the green child handprints, is the #1 choice for specialty plates in Missouri.
- Thousands each year proudly display this plate to show support of **Strong Families, Safe Kids**.
- License Plate Partners throughout Missouri help promote and sell the plates to increase prevention awareness and raise funds that are returned directly back to their community prevention programs.
- Prevention programs include parenting classes, parent support groups, public awareness & education, home visitation for newborns, safe cribs & other supplies for infants, support for dads & teen parents, mentoring for expectant parents, crisis nursery, training for professionals & more.



"Before starting with this instruction, I felt lost and did not know how to connect with my daughters. Now we are all happier. I learned to set limits for them without having to hurt them and their feelings. The talks with the instructor and my fellow classmates were a great learning experience. Thanks for supporting us with this program to make us better parents and better people."

— Southwest Missouri Community Alliance
Child Parent Relationship Training (CPRT) Participant
CTF License Plate Partner



6,692

CTF License plates
as of 9-27-2017.

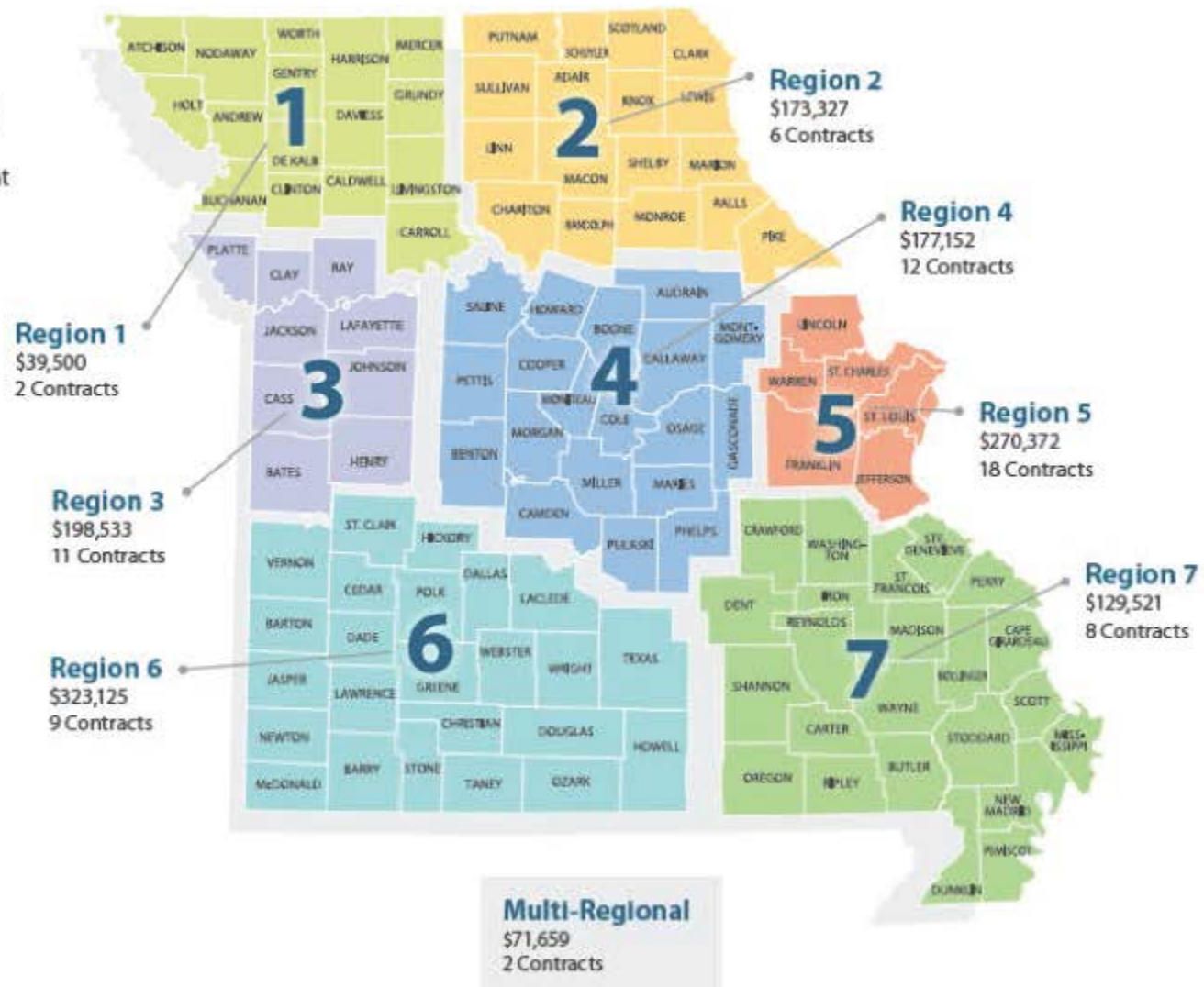


General Prevention GRANTS

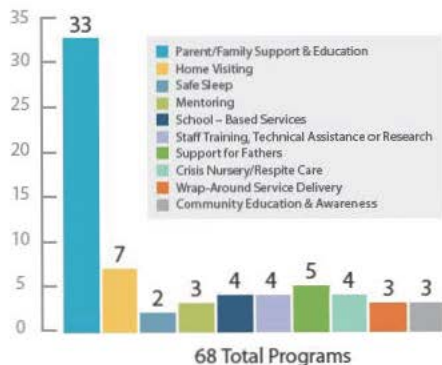
CTF awarded **\$1,383,189** for Fiscal Year 2017 to sixty-eight (68) prevention programs throughout Missouri.

- provided services aimed at helping families build protective factors known to reduce child abuse and neglect risk.
- safe sleep, father support, home visiting, parent support & education, mentoring, crisis care, sexual abuse prevention, training & more.

\$58 million has been allocated to prevention programs in communities throughout Missouri by the Children's Trust Fund since 1983.



Programming/ Service Type



10

Primary
prevention
projects

47

Secondary
prevention
projects

11

Both
Primary/Secondary
prevention projects

39,849+ TOTAL
Persons Served



22,416
Children

17,338
Parents, Caregivers,
Professionals

"100% of families who were discharged from Healthy Families America did not experience substantiated child abuse during their time in the program."

– Child Abuse Prevention Association,
Independence, MO
Healthy Families America Home Visiting Program
CTF License Plate Partner

CBCAP Grants

Community Based Child Abuse Prevention (CBCAP) Grants

ctf4kids.org/program-partners/cbcap/

Through Community Based Child Abuse Prevention (CBCAP) federal funding, the Children's Trust Fund works with communities to implement a collaborative and integrated system/model for delivering health, family support and social services to children and families to build protective factors, reduce costs and minimize duplication of services. CBCAP sites focus on combining community resources through a provider network and working together with families to address and mitigate the complex issues that increase child abuse and neglect risk.

In Fiscal Year 2017, CTF awarded \$300,000 to support three (3) Missouri CBCAP communities:

- Southwest Missouri Community Alliance-Noel—McCO Project CARE CBCAP (McDonald County)
- Great Circle-Kirksville—Project THRIVE CBCAP (Adair County)
- Great Circle-Branson West—Growing Healthy Families CBCAP (Stone & Taney Counties)

Home visiting partners include Early Head Start, Parents As Teachers, First Steps and Intensive In-home Services funded by Children's Division. The sites also offered parent education such as Child Parent Relationship Training, Parent Cafés and Parent Child Interaction Therapy.

\$300,000 awarded
to three communities
that provided



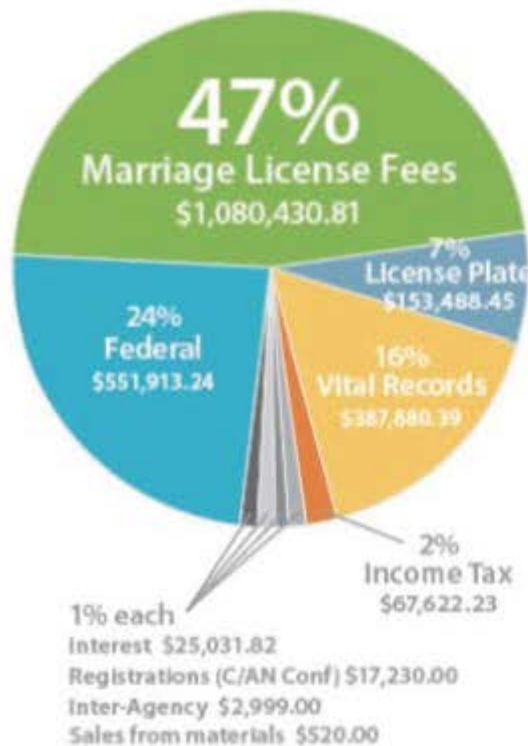
"Our family has grown to be more supportive of each other."

"I've learned explanations for my child's behaviors and been taught techniques to cope."

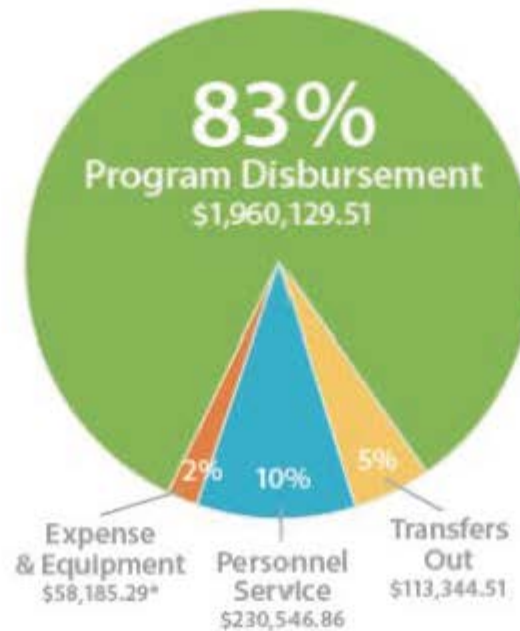
CTF Financial Statement

Fiscal Year 2017 (July 1, 2016 – June 30, 2017)

Total Revenue
\$2,287,115.94



Total Expenditures
\$2,362,206.17



*Note – 50% of E & E expenditures are dedicated to printing costs for public education materials for parents, other caregivers and professionals who work with families and the general public.

Ending Fund Balance: \$3,681,171.51

CTF receives...



\$15 for each marriage license issued in the State of Missouri by the county Recorder of Deeds and \$7 for each certified copy issued.



\$5 for each vital record issued by the Missouri Department of Health and Senior Services.

Did you know?



In 1983 CTF became the very **first tax check-off program** appearing on the Missouri State Tax Form.



In 1997 the state legislature approved the CTF Prevent Child Abuse License Plate, becoming **only the second child abuse prevention license plate** to be implemented in the country.



**Children's
Trust Fund**

Missouri Foundation For Child Abuse Prevention

Strong Families, Safe Kids

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